



# County of Los Angeles CHIEF EXECUTIVE OFFICE

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(213) 974-1101  
<http://ceo.lacounty.gov>

DAVID E. JANSSEN  
Chief Executive Officer

July 17, 2007

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Board of Supervisors  
GLORIA MOLINA  
First District

YVONNE B. BURKE  
Second District

ZEV YAROSLAVSKY  
Third District

DON KNABE  
Fourth District

MICHAEL D. ANTONOVICH  
Fifth District

Dear Supervisors:

**THE INFORMATION AND REFERRAL FEDERATION OF LOS ANGELES COUNTY,  
INCORPORATED DBA 211 LA COUNTY COST OF LIVING ADJUSTMENT AND  
PUBLIC INFORMATION AND MARKETING CAMPAIGN  
(ALL DISTRICTS AFFECTED) (3 VOTES)**

**IT IS RECOMMENDED THAT YOUR BOARD:**

1. Delegate authority to the Chief Executive Officer (CEO), or his designee to prepare and execute amendments to the Information and Referral Federation of Los Angeles County, Incorporated dba 211 LA County's contract agreement for Cost of Living Adjustments (COLA), in accordance with section 8.58 of the Agreement, to begin July 2007 and each following fiscal year upon approval of the 2-1-1 Oversight Group. Approval of County Counsel will also be obtained prior to executing such amendments, and the CEO will notify the Board within ten (10) business days of execution of any contract amendment.
2. Delegate authority to the CEO, or his designee to prepare and execute an amendment substantially similar to the attached amendment to increase the maximum contract amount by an amount not to exceed \$250,000 for 211 LA County to conduct the second phase of their public information campaign.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The Information and Referral Federation of Los Angeles County, Inc., formerly doing business as INFO LINE and currently doing business as 211 LA County, has been providing health and human services general and specialized information and referral (I&R) program services to the County over 20 years. Over the years, additional services were added, such as hotline services to Elder and Dependent Adult Abuse, Child Abuse, Safely Surrendered Baby, and Countywide Emergency; as well as referral services for Code Enforcement in County unincorporated areas.

On December 12, 2006, your Board approved a three-year contract agreement with 211 LA County to provide general and specialized I&R program services through the 2-1-1 dialing code for a term of January 1, 2007 through December 2009. At that time, your Board delegated discretionary authority to the CEO to provide annual COLAs as indicated under County Policy 5.070, which allows for COLAs to be provided upon the contract anniversary date.

As this Agency has not received a COLA since June 2005 and the contractor states their costs have increased over the last year due to their union agreement, we are requesting authority to implement the COLA as of July 2007 as opposed to January 2008. If approved by the Board, COLAs would be reviewed in July of 2008 and 2009.

With the transition to the 2-1-1 dialing code in 2005, the County has been able to provide an integrated and easily accessible system for health and human services information and referral resources to the County's residents, including code enforcement. However, call volumes, while exceeding the minimum required levels, suggest additional efforts are advisable in order to increase awareness or recognition by the public to rely on the 2-1-1 dialing code. In order to increase public awareness and call volume, 211 LA County has implemented a public information and marketing campaign. The first phase of the public information and marketing campaign will be funded through the existing contract. The second phase will be funded through Provisional Funding Uses (PFU). It is estimated the campaign would increase call volume by 40,000.

### **Implementation of Strategic Plan Goals**

The recommended action is consistent with the principles of the Los Angeles County Strategic Plan Goal No. 1: Service Excellence, to provide the public with easy access to quality information and services that are both beneficial and responsive.

### **FISCAL IMPACT/FINANCING**

The departments that fund the 211 LA County contract were advised to allow for a possible COLA in their 2007-08 budget. The cost of the COLA, if approved, would be \$403,140 over the term of the Agreement if no additional COLAs were authorized.

In 2005-06, your Board approved a PFU allocation for the 2-1-1 dialing code implementation. In 2006-07, the PFU balance of \$802,000 for 2-1-1 was to be maintained as a reserve for further enhancements during the next Agreement period. If approved, the CEO will transfer \$250,000 from PFU to Non-Departmental Special Accounts. The CEO will return to your Board with a recommendation should the remaining PFU balance of \$552,000 be required for additional implementation purposes. Otherwise, the PFU balance will be maintained as a reserve for the next Agreement period.

**FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

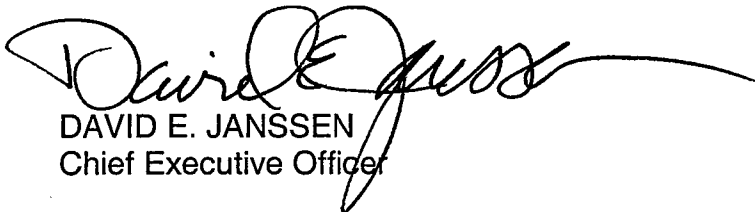
The California Public Utilities Commission designated The Information and Referral Federation of Los Angeles County, dba 211 LA County, as the sole provider for 2-1-1 services within the County of Los Angeles.

Currently, the CEO has delegated authority to execute contract amendments on behalf of the County for annual COLAs, however, this action will allow the CEO to implement this action as of July 2007.

**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

The recommended action will allow 211 LA County to continue to provide quality customer service at current call capacity and increase the customer service base by increasing awareness of the 2-1-1 program services.

Respectfully submitted,



DAVID E. JANSSEN  
Chief Executive Officer

DEJ:MKZ  
MLM:KH:pg

Attachment (1)

c: County Counsel  
Chief Information Officer  
Director of Children and Family Services  
Director of Community and Senior Services  
Director and Chief Medical Officer of Health Services  
Director of Mental Health  
Director of Public Health and Health Officer  
Director of Public Social Services  
Executive Director of 211 LA County



**CONTRACT AMENDMENT  
BY AND BETWEEN  
COUNTY OF LOS ANGELES  
AND  
THE INFORMATION AND REFERRAL FEDERATION OF LOS ANGELES COUNTY,  
INC. dba  
211 LA COUNTY  
FOR  
2-1-1 AND SPECIALIZED INFORMATION AND REFERRAL SERVICES**

**Prepared by  
Chief Executive Office**

**CEO CONTRACT AGREEMENT NUMBER: A0-0734  
Amendment No. 1**

**CONTRACT AMENDMENT  
COUNTY OF LOS ANGELES  
for**

**2-1-1 AND SPECIALIZED INFORMATION AND REFERRAL PROGRAM SERVICES**

This Amendment No. 1 is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2007 by and between County of Los Angeles, hereinafter referred to as COUNTY and The Information and Referral Federation of Los Angeles County, Inc. dba 211 LA County, a California Non-Profit Benefit Corporation, hereinafter referred to as CONTRACTOR.

**RECITALS**

WHEREAS, the parties hereto have previously entered into a three-year contract on January 1, 2007 for an amount not to exceed \$16,125,618; and

WHEREAS, the Chief Executive Office has been delegated authority to prepare and execute amendments to this agreement for Cost of Living Adjustments as specified under section 8.58 of the terms and conditions; and

WHEREAS, CONTRACTOR is qualified by reason of experience, preparation, equipment, organization, staffing, and facilities to provide the services contemplated by this Agreement on behalf of COUNTY; and

WHEREAS, the parties hereto desire to amend said Agreement in accordance with the terms and conditions set forth below.

NOW THEREFORE, the parties hereto agree as follows:

- I. **Subsection 1.2 of SECTION 1.0 APPLICABLE DOCUMENTS** is hereby amended by adding revised/new documents, which are attached hereto, and which will reflect the Cost of Living Adjustment and Provisional Financing Usage, as applicable:

Exhibit B Pricing Schedule

Exhibit M Public Relations Plan, Outcomes, and Budget

- II. **Subsection 5.1 of SECTION 5.0 CONTRACT SUM** is amended in its entirety as follows:

The maximum contract payment for the term will be **\$16,778,758**. CONTRACTOR will be paid an annual maximum amount of **\$5,425,384** for the first year and **\$5,505,562** for the subsequent years excluding the three year funding designated for Countywide Emergency Hotline activities and the Provisional Funding Usage services for fiscal year 2007-08. For Countywide Emergency Hotline activities, the **\$92,250** total contract amount, not to exceed **\$30,450** for the first year and **\$30,900** for

the subsequent years, will be paid on an actual cost, monthly basis. In the event of an actual disaster or unforeseen situation requiring an unusual level of financial trends, the COUNTY will then indicate to the CONTRACTOR whether or not the increased level of support can be continued based on COUNTY funded support. Provisional Financing Usage not to exceed \$250,000 will be available for FY2007-08 for reimbursement of actual costs of public relations efforts.

**III. Subsection 8.58 of SECTION 8.0 FURTHER TERMS AND CONDITIONS** is amended in its entirety as follows:

**At the sole discretion of the COUNTY**, the contract (hourly, daily, monthly, etc.) amount may be adjusted annually based on the increase or decrease in the U.S. Department of Labor, Bureau of Labor Statistics' Consumer Price Index (CPI) for the Los Angeles-Riverside-Orange County Area for the most recently published percentage change for the preceding 12-month period. However, any increase shall not exceed the general salary movement granted to County employees as determined by the Chief Executive Office as of each July 1 for the prior 12-month period. Furthermore, should fiscal circumstances ultimately prevent the Board from approving any increase in County employee salaries, no cost of living adjustments will be granted. Where the County decides to grant a Cost of Living Adjustment pursuant to this paragraph for living wage contracts, it may, in its sole discretion exclude the cost of labor (including the cost of wages and benefits paid to employees providing services under this contract) from the base upon which a COLA is calculated, unless the contractor can show that his/her labor cost will actually increase."

For purposes of this contract, the County may grant a COLA as of July 2007, and thereafter COLAs may be granted each following fiscal year upon approval.

**IV. Except as expressly modified by this Amendment, the unaffected terms and conditions of the original contract shall remain valid, binding, and enforceable against the parties.**

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IN WITNESS WHEREOF, the parties by their duly authorized signatures, have caused this Amendment to become effective on the day, month, and year first above written.

COUNTY OF LOS ANGELES  
CHIEF EXECUTIVE OFFICE

By \_\_\_\_\_  
DAVID E. JANSSEN  
CHIEF EXECUTIVE OFFICER

\_\_\_\_\_  
DATE

THE INFORMATION AND REFERRAL  
FEDERATION OF THE COUNTY OF  
LOS ANGELES, INC. dba 211 LA  
COUNTY

By \_\_\_\_\_

\_\_\_\_\_  
MARIBEL MARIN

Typed or Printed

\_\_\_\_\_  
EXECUTIVE DIRECTOR

Title

\_\_\_\_\_  
Date

APPROVED AS TO FORM:

RAYMOND G. FORTNER, JR.  
COUNTY COUNSEL

By \_\_\_\_\_